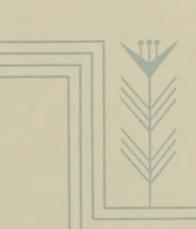


PRACTICAL SUGGESTIONS FOR DECORATING
THE MAIN ROOMS OF THE HOUSE, FEATURING
THE COMPLETE COLOR SCHEMES, FURNITURE,
AND FLOORS DONE IN THE SPIRIT OF TODAY

MARGARET McELROY









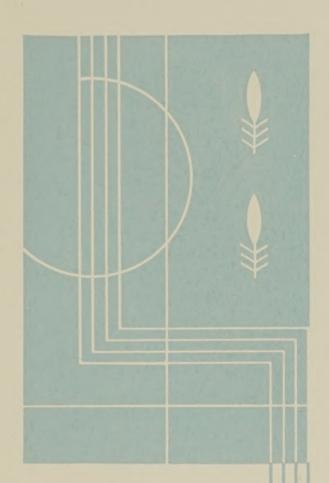








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DECORATION

IN RELATION TO THE FLOOR

The growing appreciation of design is the most recent development in decoration. Pattern, whether on floor, walls or fabrics, gives sparkle and life to an interior, being far more stimulating than plain surfaces. A room in which a number of designs have been judiciously combined is more interesting to live in, more sophisticated in its appeal, more generally distinguished than an interior without sufficient pattern to challenge and hold the eye.

On entering a room one is at once conscious of the fixed background—the frame of walls, floor and ceiling. When these elements are well handled, the first step towards successful decoration is assured. And no one feature so establishes atmosphere, so quickly gives style and livableness to an interior as a well-designed floor. In this connection there should be enough pattern to complement the other furnishings, and sufficient color to supplement the tones of walls, furniture and textiles.

Of the various floor treatments, linoleum offers the widest opportunity for decorative effects. Covered with this interesting material the floor becomes a colorful part of the room where formerly it was a neutral expanse unrelated to the rest of the scheme. Sealex, with its lovely figured surfaces, mellow colors and lasting qualities solves the problem of how to achieve the right floor. Among its myriad patterns—designs ranging from luxurious marbled effects to the Colonial plank floor of Early American days—will be found designs suitable to every scheme. When developed in this engaging manner, linoleum now takes its place as a distinguished medium for halls, living rooms, dining rooms, libraries and bed chambers, as well as for the more informal interiors of the house.



Since most halls are not large enough for elaborate furniture groupings, decorative interest centers on walls and floor. Wall paper in hunting scenes, red taffeta curtains, and linolenm in black and cream marbleized squares make a striking background for a small entrance

THIS COLONIAL HALLWAY EXTENDS A CORDIAL WELCOME



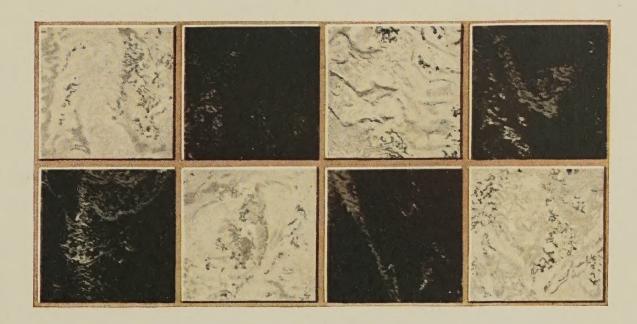
HETHER the hallway is a spacious reception room or merely a narrow passageway devoid of furniture, it should be made as inviting as possible. Since the entrance is the formal introduction to the house, its decorative treatment should express hospitality and suggest the character of the rooms beyond. Size is not essential as the smallest foyer can be made effective with ornamental walls and a striking floor. In fact, the background is the chief means of giving character to an entrance owing to the lack of space

for interesting furniture groupings. Following is a suggestion for a hallway featuring a decorative wall treatment combined with a practical and effective floor.

The walls are covered with a colorful hunting paper in greens accented by touches of red in the coats of the huntsmen. A landscape design of this type is excellent for a small hall as its vistas and suggestion of distance make the room appear larger. The wood trim and doors are brilliant green, with the dado painted cream color for contrast. Repeating the note of red in the paper are the taffeta curtains hung from a valance board finished deep yellow.

As a contrast to the background and to introduce some dark, substantial color into the scheme, linoleum was selected for the floor-covering in a dramatic design of black and cream marbleized squares, each block outlined by a gold-colored line to further define the pattern. This type of flooring, besides being decorative, is the most practical solution for any room where people are constantly passing to and fro, as it is quiet and can be easily cleaned.

Colonial mahogany furniture with chair seats covered in yellow silk and a rug in greens and blues add further to the effectiveness of this small entrance hall.



Close-up of the "Campana" pattern shown in the room on the opposite page. Sealex Embossed Linoleum No. 2621.



When walls and furniture are without conspicuous design, the floor-covering should be figured to avoid monotony. In this 18th Century paneled living room, the linoleum of marbleized squares in peach, blue and gray brings warm color and the much needed note of design

A LIVING ROOM.. IN THE 18TH CENTURY ENGLISH MANNER

HE living room should be a pleasing combination of formality and livableness. As this is the center of the household's life and the place where hospitality is first extended, the decorations should be dignified and afford the maximum of comfort and ease. A restful color scheme is advisable and furnishings sufficiently practical to withstand the wear and tear of constant usage by a number of people.

The friendly living room illustrated on the opposite page possesses both dignity and intimacy. Furniture here is of 18th Century English design, a style that has grace, an air of good breeding and the comfort required by this ease-loving age. The color scheme is restful and somewhat unusual, being a combination of hydrangea blue, gold and peach color, and the furnishings are eminently comfortable.

Walls are painted soft hydrangea blue and paneled with moldings finished a deeper blue. With a plain background of this character, a figured floor of some description is necessary to avoid monotony and give life and interest to the scheme. The flooring here is unusually successful as it possesses the right amount of pattern and color to complement the other furnishings and contrast with the plain walls. Linoleum in large squares marbleized in soft blue, peach and gray is finished at the edges with a black border inlaid with a narrow, bright blue band. The blue in this case echoes the color of the marbleized fireplace and emphasizes the lovely blend of colors in the marbleized portion. A practical feature is the all-over effect of this pattern which permits the use of plain tone rugs in such colors as egg plant, blue, beige or taupe. The sofa is done in peach damask, and the overstuffed chair is in deep gold-colored antique satin.



A close-up view of the "Leonardo" pattern shown on the opposite page. Sealex Karnean Marbled Inlaid Linoleum No. 3225.



The gray blue plaster walls and black marbleized flooring in this Italian dining room make a flattering setting that is quite in keeping with the dignity of the dark oak furniture, the rich colors of the damask chair coverings and curtains and the brilliant accessories

RICH COLOR PREDOMINATES IN A RENAISSANCE DINING ROOM . . .

HE spirit of the Renaissance is crystalized in this dining room which suggests in its manner of furnishing the sun swept interiors of Mediterranean houses. Furniture of Italian or Spanish design is invariably effective in dining rooms on account of its dignity, vigorous lines and suggestion of elegance.

Dark oak furniture appears to best advantage when silhouetted against a plain, light background. For this reason the walls in this room are

plaster, tinted a pale gray blue. Interest is given the background by a number of colorful prints on one wall and a large map on another. The curtains are damask in a deeper blue than the walls, trimmed with gold fringe. Oak chairs with upholstered seats and backs are covered in copper and gold damask.

The most difficult decorating problem in a dining room is the selection of the floor-covering, for nowhere else does a floor get such hard and varied wear. The constant going to and fro, the continual moving of chairs, and the inevitable spots, require a floor that will withstand wear and constant cleaning. Sealex Linoleum solves this problem more successfully than any other type of flooring as it is not only durable, but easily cleaned and available in designs to suit practically any decorative scheme. A marbleized pattern such as the one shown on this page has enough figure not to show footprints; it cleans easily, and is sufficiently striking and smart in appearance to be in full accord with the dignity of the room. The design consists of large squares marbleized black with white veining. A dark floor of this kind has character and is a pleasing departure from the conventional checkerboard pattern.



Close-up view of the Blue Belge marble pattern shown opposite. Known as "Nubian" — Sealex Karnean Marbled Inlaid Linoleum No. 3221.



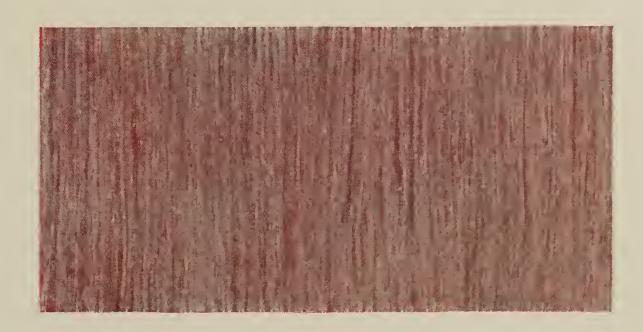
A distinguished color scheme and unusual furniture are features of this French provincial bedroom. The paneled gray walls form a restful background, while the soft tone of the rose jaspé linoleum is a pleasing and colorful change from the customary wood floor

A FRENCH PROVINCIAL BEDROOM OF UNUSUAL DECORATIVE INTEREST

ORE than any other interior, a bedroom should reflect the tastes and individuality of the person for whom it is designed. As this is the most intimate room in the house, there is abundant chance for unusual effects. Practically any scheme of decoration is permissible provided it meets the needs of the room and is an expression of the personality of the occupant. Plenty of air and light, comfortable furniture conveniently arranged, and a sympathetic color scheme, are the necessary elements to insure ease and well being at the beginning and end of the day.

Light colors, a suggestion of airiness, and 20th Century comfort combined with old-world charm are features of the French provincial bedroom illustrated on the opposite page. Here is the gaiety of figured fabrics, furniture of charming design, an arresting color scheme, and a floor as decorative as it is practical.

The scheme is gray, blue, yellow, rose and egg plant color. The background, paneled in the French manner, is painted pale gray with blue moldings. Besides being restful, these softly tinted walls are a flattering setting for the furniture and various fabrics, particularly the rose and white toile de Jouy which forms a panel in the bed niche. Echoing the rose color of this material is the Sealex Linoleum floor—a jaspé design with just enough figure to give it life and decorative interest. This particular pattern provides a quiet, clean floor-covering for a bedroom, blends beautifully with the other furnishings and makes an effective background for small hooked rugs. The material on the arm chair and headboard of the bed is a small-patterned, egg plant colored chintz, quilted. The bedspread is yellow linen, scalloped and bound in egg plant.



Close-up view of the floor pattern shown in the room opposite. Sealex "Roseglow" Jaspé Linoleum No. 1258.



Warm, rich color dominates this sun room where the walls are creamcolored plaster as a contrast to the brilliant blues and greens, the bluegreens, yellows and copper tones of the furnishings. Wicker furniture and Sealex Linoleum flooring of embossed tiles suggest the out-of-doors

BRILLIANT TINTS IN A COMFORTABLE SUN ROOM



HE furniture and decorations of a sun room are most successful when they combine a suggestion of outdoor freedom with practical indoor comfort. As this is in a sense one of the play rooms of the house, the furnishings should be somewhat informal, thoroughly comfortable, and, more than anything else, colorful. Here is the ideal place to use brilliant hues and unusual combinations. There should also be plenty of vigorous design on floor and textiles as the walls in a room of this kind are us-

ually plain. Willow or reed furniture is most effective in an interior of this kind on account of its informal appearance and the opportunity it gives for brilliant color effects. Painted wooden furniture may be combined with reed for variety, while the addition of an occasional iron piece gives character and contrast to the scheme.

Practical furnishings, and colors gay without being garish, establish an atmosphere of ease and comfort in the decorative sun room shown opposite. Walls here are a neutral cream shade as a contrast to the brilliant green of wall lattice, the deeper greens of Venetian blinds and wooden valance board, and the soft blue-greens of the wicker furniture. The iron tree placed against one wall for decoration is also this lovely blue-green shade. Curtains and cushions of heavy linen in two shades of yellow, a blue rug, brilliant blue pottery lamp base and a stool covered in lavender linen add richness to this scheme which is completed by the floor color.

The flooring here is Sealex Embossed Linoleum in a design of alternating plain and marbleized squares in a rich reddish copper tone with veinings of cream and black. This warm hue strengthens the scheme, while the tiled effect of the floor accentuates the outdoor feeling.



Close-up of the "Camelot" pattern shown in the room on the opposite page. Sealex Straight-line Embossed Inlaid Linoleum No. 2602.



B_{LUE} and white, with accents of red, is the scheme of this child's room. Painted walls stimulate the imagination; the simple painted furniture has good lines, and the textiles used are all washable. On the flooris decorative Sealex Linoleum—warm, practical and easy to keep clean

A CHILD'S ROOM DECORATED IN RED, WHITE AND BLUE



ORE than mere efficiency is essential in the furnishings of a child's room. In addition to comfortable furniture, practical cupboard space for holding playthings, and textiles that both wear and wash, there should be something in the way of decoration to stir and stimulate the imagination. Walls are none the less restful when painted in some fanciful design, or covered with wall paper in familiar fairy tale scenes. Cheerful colors are most successful, and as a normal child spends many hours on the floor,

the floor-covering should be warm, comfortable and easy to clean.

The gay little playroom shown on the opposite page is developed in blue and white, with accents of red. The plaster walls are painted with pictures of ships and castles and finished at the top with a painted valance in white edged with blue. The ceiling is blue, decorated with gold stars which may be bought in varied sizes and pasted on. An interesting and practical addition to the walls is a blackboard made of black battleship linoleum framed in bright red. On account of this background, and because the floor is figured, plain curtains and bed hangings were used, made of heavy white muslin, bound in blue. Furniture is of sturdy design, painted white with red lines, and the rag rug is red, white and blue.

Completing this interesting scheme is a floor-covering of Sealex Linoleum selected for both its practical and decorative appeal. Linoleum is the logical flooring for a child's nursery or playroom on account of its resiliency, warmth and cleanliness. In this floor the blue in the marbleized diagonal bars and maltese crosses emphasizes the blue of the other furnishings.



Close-up of the "Moorish" pattern shown on the opposite page. Sealex Straight-line Inlaid Linoleum No. 7282.



This sun-swept breakfast room furnished entirely in the dramatic manner of today has an engaging color scheme of coral, yellow and apple green. The flooring used is practical linolenm in a smart pattern that echoes the color and modern feeling of the rest of the decorations

MODERN DECORATION FOR A SMALL BREAKFAST ROOM . . .



VEN if you are not a confirmed modernist, you will want at least one room in the house decorated in the manner of today. For this style with its simplicity and absence of superfluous detail, has dramatic appeal and a directness entirely in keeping with our modern mode of living. If this manner of decoration seems a bit radical for the main portions of the house, try experimenting with it in an odd room, such as a dressing room, breakfast room, sun room or hall. These interiors are not lived in

for any length of time and can afford something striking in the way of decorative treatment.

The breakfast room illustrated reveals an engaging phase of modernism. This is a gay interior designed to cheer one's morning mood and to this end the colors are soft and inviting. The walls are primrose yellow, with wood trim finished apple green. The inside curtains are of pale green gauze, and on one side is an over curtain of yellow silk, hanging straight. This window is further enhanced by a green stand filled with a whole family of Cacti. The table and chairs are painted two shades of yellow and the chair seats are covered in a coral water-proof fabric resembling leather.

As in the dining room, the floor-covering is of prime importance. Needless to say it must be in the same decorative spirit as the rest of the furnishings; equally, it must be practical to bear up under the strain of wear and spots. Linoleum is again the most effective flooring for a room of this kind on account of its durability and attractive designs. The new Sealex pattern of marbleized blocks in beige and light and dark green echoes the modern spirit of the decorations and proves an intriguing color note with the plain walls and curtains.



Close-up view of the "Marine" pattern—shown in the room on the opposite page. Sealex Karnean Marbled Inlaid Linoleum No. 3211.

WHAT TO DO AND NOT TO DO IN DECORATION

SOME SUGGESTIONS THAT WILL ENABLE YOU TO AVOID THE CUSTOMARY PITFALLS AND HELP ACHIEVE INTERIORS OF BOTH DISTINCTION AND CHARM

WALLS... Color can transform dark rooms and make small interiors appear larger. If your room has a northern exposure, or gets a minimum of light, paint the walls yellow, buff, ivory, peach, orange, rose pink, or gray with a pinkish cast. Avoid the greens, blues, bluegrays, browns and lavenders. To increase the apparent size of an interior use ivory, white, pale green, sky blue, aquamarine, beige or mauve and paint the wood trim the same tone as the walls. When wall paper is used, select light colors and patterns of landscapes in which are vistas and suggestions of distance, as this type of design opens out the walls and makes the room appear larger than it really is. Avoid dark, heavy tones in wall paper and definite designs. Use mirrors wherever possible. The ceiling should be lighter than the walls and should be tinted a soft tone that harmonizes with the background rather than finished a glaring white.

FLOOR... In planning the decorative scheme, the floor should receive first consideration as it is literally the foundation of the room. Generally speaking, it should be darker in tone than the walls to insure a feeling of stability. When walls are plain, the floor should have considerable design or else the room will appear monotonous. With figured walls, use a plain floor-covering or some indefinite design that does not conflict with the background. Avoid figured walls, floor-covering and upholstery fabrics in the same room as too much design gives a confused and cluttered look. Don't place rugs at angles as the effect is extremely disturbing. Be sure that the pattern of the rug or linoleum is in scale with the size of the room. In linoleum, select designs giving a formal appearance for such rooms as halls, living rooms and dining rooms as these are the ceremonious interiors of the house. Avoid insignificant effects in these rooms, anaemic colors and patterns that suggest informality. Plain colored linoleum may be used in any type of room.

Floors should be colorful, for the day of neutral effects is past. The colors should either harmonize with the walls or provide an interesting contrast. Avoid the neutral grays and taupes as the more vigorous colors are more effective and make the floor equal in decorative interest to any feature of the room.

FURNITURE.. While a strictly period interior is not desirable, it is well to have the furniture conform to the architectural type of the house. See that the pieces are in scale with the room and that they meet your particular needs. Avoid overcrowding. Place the pieces for convenience and leave enough space in the center of the room so that people can pass to and from without stumbling over stools and what-nots. Place small tables holding books and smoking articles within easy reach of sofas and easy chairs. If you have a fine piece of furniture such as a secretary or tall cabinet, center it in a wall panel or give it space on either side so that it appears to best advantage. Select furniture delicate in line for small rooms and preferably of light-toned woods or painted a light color as this treatment makes the room appear larger. Upholstery fabrics should be of the same decorative type as the furniture and the patterns should be in scale. Avoid materials in heavy colors and large designs on delicate furniture. Small patterns and light colors in curtains and upholstery textiles have a tendency to make a room seem more spacious.

LIGHTS... Not a little of the success of a room is due to the manner in which it is illuminated. There should be side brackets or some form of indirect lighting so that the room is flooded with an even diffused light when needed. If it is found desirable to accent some portion of the room, such as the overmantel, for instance, lights should be concentrated at this point. There should also be lamps on tables or near easy chairs to provide low lights where required. Avoid a harsh top light and lamp shades in dark colors. Shades should be yellow, cream, white, pink or peach colored, never in dark colors except on desk lamps where opaque shades are necessary to throw the light downward.



SEALEX LINOLEUM COMBINES BEAUTY WITH A PRACTICAL APPEAL

HILE selected primarily for its beauty, Sealex Linoleum adds many practical qualities to its pictorial appeal. Colorful and designed to supply every decorative need, this floor-covering has the advantage of great durability to commend it to the careful housewife. Few people realize how beautiful and widely adaptable linoleum flooring has become as a result of many improvements made in manufacturing processes recently. Any person would be well repaid by going to see some of these lovely linoleum floors. The patterns in Sealex Linoleum simply can't wear off as they are inlaid and not merely printed on the surface. In the embossed effects, an exclusive manufacturing method prevents the colors in the raised tiles from blurring over into the joints, so that these lovely floors retain indefinitely the appearance of clear-cut, slightly raised tiles.

CLEANLINESS... is another feature of Sealex Linoleums. A new process seals every tiny pore of the material, rendering it spot-proof and impervious to grime. A dry mopping once a day removes all dirt. Now and then, of course, a cleaning with water will be necessary. Use very little water and a mild soap for this cleaning and wipe up a small section at a time, drying thoroughly before going on to the next portion. Avoid strong soaps and alkali washing powders. In addition, Sealex Linoleum is a most comfortable floor to walk on and an ideal treatment for the nursery and bedroom as it is warm, soft and sanitary.

DOING OVER ROOMS.. that have drab or unsightly floors becomes a simple affair with Sealex Linoleums. These linoleums go right down over an old floor to hide its "scars" and dullness forever, and transform the whole interior into smartness. Installing a Sealex Linoleum floor is really just a matter of a few hours and there is almost no fuss and bother while the installation is going on. Colorful floors unmistakably set the tone of a room . . . give it individuality, that much prized quality of modern smartness. And in Sealex Linoleums it is very easy to find a design that "goes with" the established color scheme and the furnishings you already have in any room. For linoleum designs in these days are no longer limited to those suitable for the kitchen and bathroom but they serve as the keynote for a delightful decorative scheme in living room, dining room or bedroom as well.

WIDE VARIETY.. of design adapts Sealex Linoleum to every type of room whether it be in a simple cottage or in a handsome residence. For the formal interior, there are luxurious marbled effects, colorful and exquisitely veined; a fine assortment of plain colors for the interior that concentrates its design on walls and furniture; jaspé effects in their two-toned colors that are delightfully adaptable; embossed patterns having all the beauty of antique tiles, and far more comfortable to walk on, as well as any number of block designs in both blended and contrasting colors that assure distinction wherever they are used. Smart, practical and economical, Sealex not only solves the problem of what to do with an old, unsightly floor, but gives color and charm to any room in which it appears. And because this type of linoleum with its combined advantages of style, practicality and durability is within the reach of every purse, it stands preeminently as the ideal floor-covering of today.

ARBLE has always been associated with power, wealth and culture. Since civilization began, this imperial stone has adorned the world's finest temples, palaces, cathedrals, castles and mansions.

Karnean marbled patterns in Sealex Linoleum recreate the veinings, markings and coloring of nature's finest marbles in inexpensive, resilient floor-coverings. They mark a new day in floor decoration.

At the right is a close-up of the "Caribbean" pattern which appears among the suggestions on page twenty-seven. This illustration, actual size, gives you some idea of the gorgeous colorings and delicate veinings achieved in Karnean marbled patterns. Only in Sealex Linoleum do you find this wonderful realism. U. S. Letters Patent have been applied for to cover the exclusive methods of manufacture. The formulae by which this type of merchandise was perfected are secret and the sole property of Congoleum-Nairn Inc.



ACTUAL SIZE SECTION OF "CARIBBEAN" PATTERN

PATTERN SELECTION



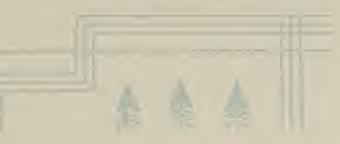
This chart has been provided to help you select Sealex Linoleum patterns that will be in color harmony with whatever type room you are decorating. To use the chart, first locate in the column at the extreme left or right, the classification into which the name of the room you are decorating falls. Next, select the color scheme from among the eight suggestions shown at the

top of the page which is most like your room or the color combination you desire. Now run your finger down this column until it strikes the square that coincides horizontally with the name of the room you have selected. In this square you will

HALLWAY	Pattern No. Page 2602 24 6232 30 7292 29 3223 26	Pattern No. Page 7273 30 3072 24 6055 29 3222 26 3226 30	Pattern No. Page 6065 26 3211 17 2601 28 3038 24	Pattern No. Page 2600 29 7282 15 1257 27 3213 29
LIVING	Pattern No. Page . 3223 26 2602 24	Pattern No. Page 3092 25 3227 25 3081 25 3222 26 3225 7	Pattern No. Page 1259 27 2601 28 3038 24	Pattern No. Page 1257 27 7282 15 2600 29
DINING	Pattern No. Page 3223 26 2602 24 6232 30	Pattern No. Page 3222 26 3037 26 3226 30 3072 24	Pattern No. Page 3093 26 6065 26 2601 28 3038 24	Pattern No. Page 6233 26 7282 15 1257 27 2600 29
BEDROOM	Pattern No. Page 6232 30 3223 26 2602 24	Pattern No. Page 515 27 7273 30 3227 25 1258 11	Pattern No. Page 3224 27 505 27 1259 27 3211 17	Pattern No. Page 1257 27 501 27 3213 29
SUN ROOM	Pattern No. Page 2602 13 6232 30 3223 26	Pattern No. Page 3501 28 7273 30 3222 26 3226 30	Pattern No. Page 2601 28 7283 28 7281 30 3211 17	Pattern No. Page 1257 27 3511 31 7291 28 7282 15
NURSERY	Pattern No. Page 6232 30 2602 24	Pattern No. Page 7273 30 3081 25 515 27 6055 29 3072 24 7282 15	Pattern No. Page 7281 30 1259 30 4238 30 505 27 3224 27	Pattern No. Page 4237 30 501 27 1257 27 7282 15
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KITCHEN & PANTRY	Pattern No. Page 6232 30 3501 28	Pattern No. Page 7273 30 6055 29 515 27 3072 24	Pattern No. Page 7242 31 3211 17 7291 28	Pattern No. Page 3511 31 6192 31 7261 31 7282 15
BATHROOM	Pattern No. Page 7292 29 3501 28	Pattern No. Page 7273 30 515 27 6055 29	Pattern No. Page 4238 30 3224 27 505 27	Pattern No. Page 3511 31 7261 31 501 27

MADE EASY

find listed the numbers of Sealex Linoleum patterns which are most in harmony with the type of room and color scheme you have chosen. An actual picture of the pattern in color will be found on the page indicated by the number immediately follow-

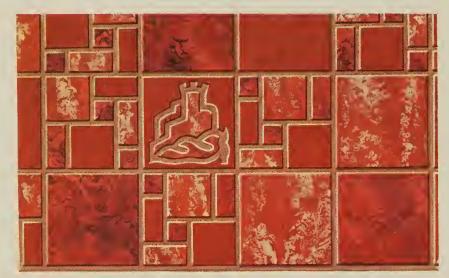


ing the pattern number. It must be borne in mind that this is merely an attempt to classify the patterns and that the classifications are not necessarily to be adhered to rigidly. You will find here many patterns adaptable to any color scheme.

Pattern No. Page 3038 24 7293 24 2622 25 2621 5	Pattern No. Page 7263 24 3225 7 1258 11 7283 28	Pattern No. Page 3041 24 2621 5 3221 9 6066 28	Pattern No. Page 3227 25 3501 28 3092 25	HALLWAY
Pattern No. Page 2622 25 1256 25	Pattern No. Page 2603 25 3225 7	Pattern No. Page 3002 25 2603 25 2621 5 3221 9 6066 28	Pattern No. Page 3227 25 3081 25 3501 28	LIVING
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SUGGESTIONS FOR HALLWAYS

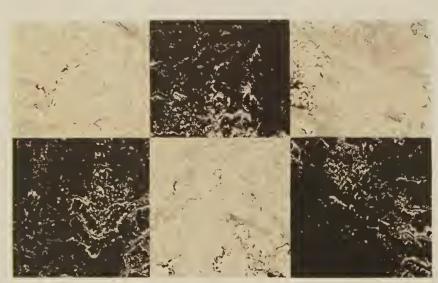
When strangers or friends enter the front door, the hall gives them the key to the whole house. In selecting these patterns, we have been careful to choose those that will give a first impression of dignity tempered with cordial friendliness. Most of these linoleums are appropriate also for other rooms.



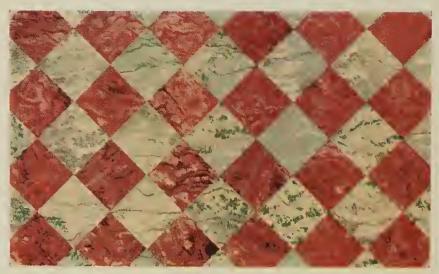
"Camelor"—Sealex Embossed Linoleum No. 2602. This striking embossed pattern combining plain and marbled tiles will give an atmosphere of gracious hospitality to the hall, dining or living room.



"Bermuda"—Sealex Linoleum No. 3038. An inspiring pattern—its tones of violet, jade, gold, emerald and taupe suggest so many color schemes to carry out in decorating the hallway or other rooms!



"Deauville"—Sealex Linoleum No. 3041. Black and white marble is always smart in the hallway or in any room, for that matter. It is dignified and permits such a wide latitude in the use of colors.



"ELYSEE"—Sealex Linoleum No. 7263. A floor that is decidedly French in its combination of rose onyx and peach gray. Appropriate for any room that is dainty yet vivacious in its furnishings.



"Verdo"—Sealex Linoleum No. 7293. Cool tones of green recommend this design for any room that is flooded with sunshine, whether it's a sun porch, breakfast nook, living room or hallway!



"Bengal"—Sealex Linoleum No. 3072. The same marble, Giallo Antico, is reproduced throughout this pattern. Note how the interliners and the veinings provide an interesting note of variation.

SUGGESTIONS FOR LIVING ROOMS

In these designs are appropriate floors for the living rooms in town houses that tend toward formality and floors for the place in the suburbs that is frankly home-like and informal. Each design here would look well in some other room in the house and each one has stimulating suggestions for colorful furnishings.



"Crusader"—Seatex Linoleum No. 5092. A note of formality is given a room with this distinctive design which features subdued yet rich tones and permits a lavish use of color in the decorative scheme.



"Kenilworth"—Sealex Linoleum No. 2603. Orchid-tinted tiles and heraldic insets give vitality to this semi-formal design of black and white Italian marbles and red-brown plain tiles.



"Basque"—Sealex Linoleum No. 2622. This pattern is in keeping with the modern trend toward floors of uniform color and strength. The dark green interliners and the veinings provide individuality.



"Virginian"—Sealex Linoleum No. 3227. The marble represented in this pattern comes from Virginia. Veinings in red and light tan with touches of black supply a note of variety to the rich background



"Colonial Plank"—Sealex Linoleum No. 3081. A design that reproduces with scrupulous fidelity the wide plank floors used in early Colonial days. Perfect with Early American furniture!



Sealex Jaspé Linoleum—No. 1256. Almost any room that already has sufficient pattern in the walls, draperies or upholstery will welcome the relief of this two-toned green Jaspé Linoleum.

SUGGESTIONS FOR DINING ROOMS

In choosing a floor for the dining room, it is well to consider the size of the room, its exposure and the furnishings. There's always a certain amount of ceremony in dining, and the best scheme combines formality with cheerfulness. These floors, ideally suited to dining rooms, are equally appropriate for other rooms.



"CAVALIER"—Sealex Linoleum No. 3093. Marble floors in designs like the Cavalier are to be seen in the halls of the magnificent Palace of Versailles where French court life reached its zenith.



"Montezuma"—Sealex Linoleum No. 3223. The cross-directional effects distinguish the individual marble blocks. Each one with its lively colors is a faithful reproduction of rare red onyx marble.



"ALGIERS"—Sealex Linoleum No. 6233. A pattern in the modern manner which shows a masterly use of plain and marbled tiles of blue and gray. A design that will lend distinction to any interior.



"Sea Rock"—Sealex Linoleum No. 3037. The Sienna reproductions and the interestingly veined black marble blocks recommend this design for an interior that requires an atmosphere of dignity.



"Eldorado"—Sealex Linoleum No. 3222. This design with cross-directional tiles and beautifully blended colors will give an atmosphere of luxurious dignity to the dining room or living room.



"Trianon"—Sealex Linoleum No. 6065. Green continues to be one of the most fashionable colors for floors. This pattern, suitable for any sunny room, features the green tones found in fern leaves.

SUGGESTIONS FOR BEDROOMS

In floor or furnishings, a bedroom may be daintily feminine, vigorously masculine or impersonal in its tone—but it must always have an air of restfulness. There's a floor described below to help you achieve almost any decorative scheme you wish. Most of these floors will be effective also in other rooms.



"Sicilian"—Sealex Linoleum No. 3513. This embossed design of Jasper Verte de Sicile and gray Italian marbles suggests bedroom furniture painted gray and hangings of violet and green taffeta.



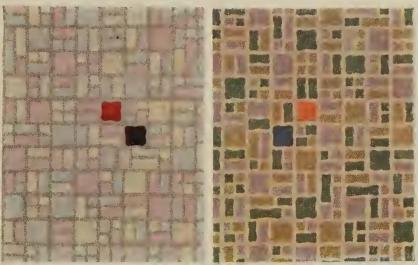
"LAKE BLUE"—Sealex Linoleum No. 1257. Just the design for any room in which you wish a solid color floor. The two tones of blue give variety and make an effective background for scatter rugs.



"Caribbean"—Sealex Linoleum No. 3224. The ever-changing greens in the tropical sea make Caribbean a refreshing design to use in the sun-flooded living room, sun parlor or dining room as well.



Sealex Granite Inlaid—Nos. 501-505-515. A very desirable floor where a neat, plain color effect is wanted. Flecks of white on the green, blue or tan grounds remind one of sparkles in real granite.



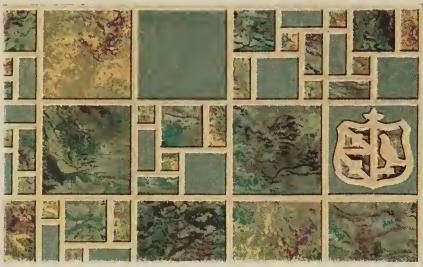
Sealex Linoleums—No. 4246-4247. Two versions of the same interesting tile pattern—one daintily feminine in "powder" pastels and the other less feminine in its combination of green and rose.



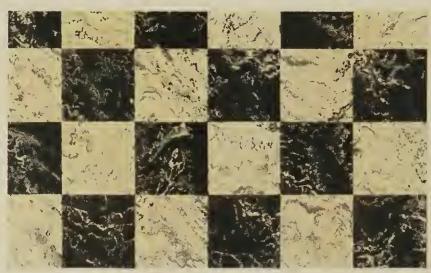
"APPLEGREEN"—Sealex Linoleum No. 1259. With green increasing in fashion importance, what more delightful floor could you find than this Sealex Jaspé Linoleum in its tones of apple green!

SUGGESTIONS FOR SUN ROOMS

In the sun-parlor, you have an opportunity to give full rein to your love of color—in floor, furnishings and in accessories. These floors all "go" with the simple reed, iron or willow furniture usually found in sun porches. Of course these designs are not limited to sun rooms but can be used in almost any interior.



"Castilian"—Sealex Linoleum No. 2601. Rich in color yet dignified enough for the most conservative taste, this design with heraldic insets is strikingly different from the usual linoleum pattern.



"Tuscany"—Sealex Linoleum No. 6066. Black onyx and Italian white marbles unite in this floor to make it the acme of strength and dignity. A luxurious setting for the furnishings of any room.



"Baronial"—Scalex Linoleum No. 3501. This design is a clever reproduction of ceramic tiles—each tile of gray, terra cotta and olive green is actually raised up above the dark interliners.



"Chaucer"—Sealex Linoleum No. 2611. This pattern shows a balanced use of rose, green, gray-taupe and cream. The clear tones give the tile effect a freshness seldom seen in a floor-covering.



"Pharaoh" — Sealex Linoleum No. 7283. Varied effects are featured in the bandings and inset squares of this design. Jade green gives coolness and contrast to the capucine tones of the orange insets.



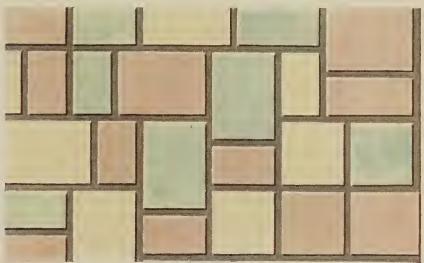
"Yucaran"—Sealex Linoleum No. 7291. The cream interliners separating the squares in this pattern give the effect of lattice work framing the Verte Antique and lovely opal-toned tiles.

SUGGESTIONS FOR BREAKFAST ROOMS

A breakfast room is usually furnished in a gayer, less conventional style than a regular dining room. Of course, if this room opens off the kitchen or dining room, the same design as in the connecting room is usually advisable. Each pattern here will help carry out the note of informal gaiety that breakfast needs.



"Barcelona"—Sealex Linoleum No. 3213. A pattern with all the colorful gaiety of the romantic Spanish city for which it is named. Modern in its contrast of Karnean marbled and plain tiles.



"Luxor"—Sealex Linoleum No. 2612. Clear paste! tones—robin's egg blue, peach, gray, cream—have been used exclusively in this pattern. A delightful floor to use with painted furniture.



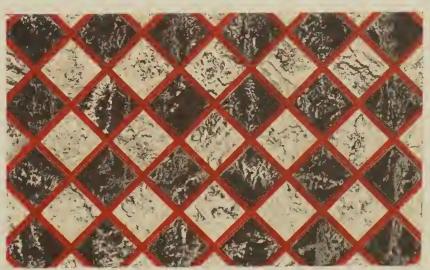
"Monaco"—Sealex Linoleum No. 6193. Any small room would look well with this design which has Campan Verte marble and rose-veined alabaster tiles set off with insets of darker green.



"EXETER"—Sealex Linoleum No. 6055. At Exeter in Devonshire, England, are the marble floors which inspired this pattern. The plaid effect is obtained with gray, Verte Antique and Onyx marbled tiles.



"ZUYDER ZEE"—Sealex Linoleum No. 2600. As neat and quaint as Holland itself! Cheerful, too, with crisp blue in marbled effects and plain gray tiles—some of them with sailing ships riding the waves.



"Cotswold"—Sealex Linoleum No. 7292. Cheery red interliners "snap up" this black and white Italian marble design. A cheerful floor exceptionally well suited for small informal rooms and hallways.

SUGGESTIONS FOR NURSERIES

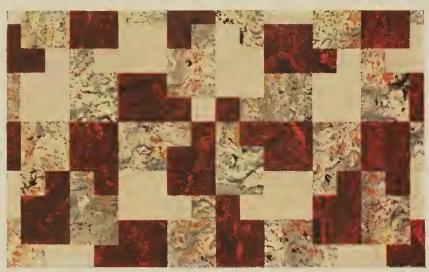
Never forget in decorating a child's room that children love color with all the fervor of a savage! In addition, linoleum floors are sanitary, easy to keep clean and noise-deadening—all important in a child's room. These colorful designs are also appropriate for bedrooms and the more formal rooms in the house.



"Patio"—Sealex Linoleum No. 7281. Skilfully handled color values make this pattern as fresh and gay as a spring morning. An ideal floor to use in some room that needs cheering up.



Sealex Limoleum—Nos. 4237-4238. Squirrel insets in the blue and cream tiled pattern and a medieval griffon on the green and rose design will delight the child whose room has one of these floors.



"Tunis"—Sealex Linoleum No. 6232. A skilful combination of rich colors and an original arrangement of plain and marbled tiles recommend this design for any interior that needs a note of warmth.



"APPLEGREEN"—Sealex Linoleum No. 1259. With green increasing in fashion importance, what more delightful floor could you find than this Sealex Jaspé Linoleum in its tones of apple green!



"Dundee"—Sealex Linoleum No. 7273. Moss-green and golden oak marbled tiles outlined with diamond-shaped black tiles—a delightful choice of colors that will harmonize with many decorative schemes.



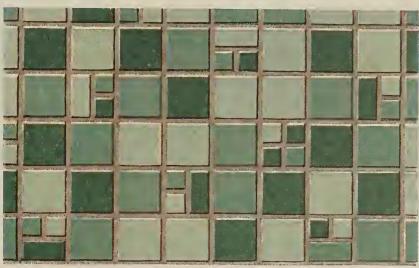
"Midas"—Sealex Linoleum No. 3226. A delicate combination of soft greens, golden yellows and reddish browns makes this pattern especially appropriate for any room that needs an effect of warmth and light.

SUGGESTIONS FOR KITCHENS, PANTRIES

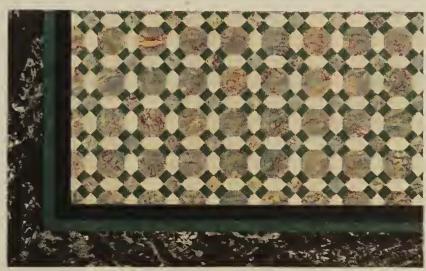
Neatness is the invariable rule for kitchens, pantries and bathrooms! But neatness doesn't mean that beauty and color can be left out! We recommend here those designs that have a spick-and-span air combined with artistic color combinations. These designs, of course, are appropriate for other rooms in the house.



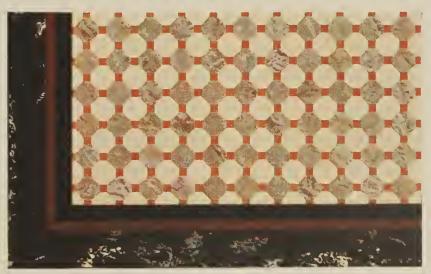
"COPENHAGEN"—Sealex Linoleum No. 7261. A crisp, clean-cut pattern which uses marbled tiles in polar blues and cream with veinings in gray and blue. Appropriate also for the breakfast room.



"Pasha"—Sealex Linoleum No. 3510. Clear fresh tones of green make Pasha a smart design to use in any sun-swept room. Recommended for nurseries, bedrooms, sun rooms and breakfast nooks.



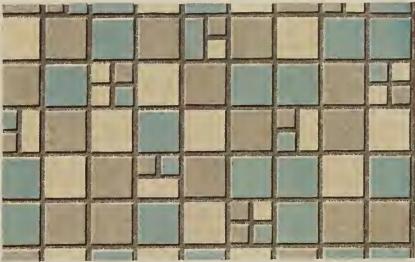
"Forum"—Sealex Linoleum No. 7242. The marbled blendings of orchid, jade, gold and taupe lend a softness to the small insets in dark green and cream. A cheerful pattern for a sun parlor, too!



"Karnak"—Sealex Linoleum No. 7252. This design provides you with an excellent excuse for getting away from the usual color schemes found in the bedroom, kitchen, bathroom or pantry.



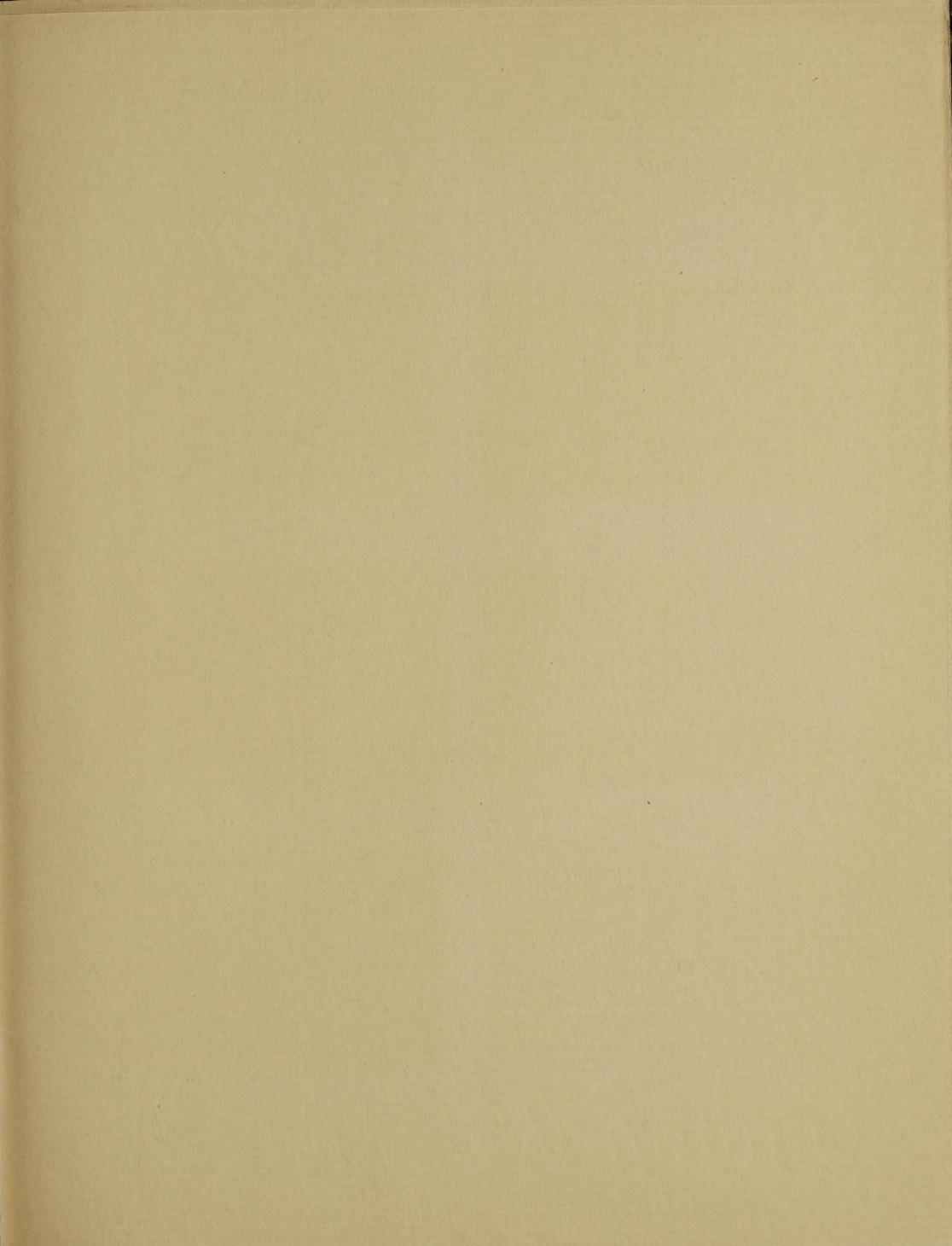
"Hampton"—Sealex Linoleum No. 6192. Rectangular insets of rich blue furnish color and contrast for the squares of plain gray and marbled cream tiles in this especially neat-looking floor.



"TAZA"—Sealex Linoleum No. 3511. Each tile in this pattern is sharply raised, giving the effect of a hand-laid floor. Another feature is the use of pastel shades—sistine blue, ivory and fallow.

AS SOLE MAKERS OF SEALEX LINOLEUMS WE SINCERELY HOPE THAT THIS BOOK HAS BEEN OF HELP TO YOU IN SOLVING YOUR DECORATING PROBLEMS. SHOULD YOU WISH FURTHER INFORMATION ON ANY PHASE OF DECORATION REQUIRING SPECIAL ADVICE SIMPLY WRITE OUR DECORATION BUREAU, CONGOLEUM-NAIRN INC., KEARNY, N. J.





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